

11/04/2004 02:59 000000 10

IN-KNOWLEDGE

PAGE 00

11-04-04 11:48am From:Traffic Inc.

T-004 P.002/005 F-000

644.1020

DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☐ Declaration submitted with initial filing
☒ Declaration submitted after initial filing (surcharge (37 CFR 1.63(e) required))

First Named Inventor: Andrew Steffman

COMPLETELY KNOWN:

Application Number: 10/805,140

Filing Date: March 19, 2004

Group Art Unit: 3621

Examiner Name: Not Assigned

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

PROGRAM CONTROLLED APPARATUS, SYSTEM AND METHOD FOR SOLICITING PERSONAL
INFORMATION FROM A USER OVER AN INTERACTIVE COMMUNICATIONS NETWORK AND
DYNAMICALLY SELECTING AND TRANSMITTING GRAPHICS BASED ROUTINES TO THE USER
FOR DISPLAYING CONTENT SELECTED ACCORDING TO THE INFORMATION INPUT BY THE
USER AND CORRESPONDING DEMOGRAPHIC, GEOGRAPHIC AND PSYCHOGRAPHIC PROFILE
 (Title of the Invention)

the specification of which
☐ is attached hereto
 OR

☒ was filed on (MM/DD/YY) 03/19/04 as United States Application Number 10/805,140 and
 was amended on (MM/DD/YY) _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above. I acknowledge the duty to disclose information which is material to patentability of this application as defined in 37 CFR 1.55.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patents or inventor's certificate, or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YY)	Priority Not Claimed	Certified Copy Attached?	
				Yes	No

1

11/04/2004 02:55 000004 0

11-04-04 11:48am From:Traffix Inc.

T-884 P.004/005 F-688

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YY)
60/456,132	03/19/03

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(e) of any PCT International application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which becomes available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Patent Application or PCT Patent Number	Patent Filing Date (MM/DD/YY)	Patent Patent Number (if applicable)

As named inventor, I hereby appoint the following registered practitioner(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

☒ Customer Number 21831

Direct all correspondence to:

☒ Customer Number 21831

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

Given Name (first and middle (if any)) Family Name or Surname

Andrew Steinberg
 Inventor's Signature: [Signature] Date: 11/4/04
 Residence: City SPRING RIVER State NY Country U.S.A. Citizenship U.S.A.
 Post Office Address: X 49 Town Branch Rd.
X SPRING RIVER, NY 07456

PLEASE SIGN & DATE

DEC. 13. 2004 5:18PM

STEINBERG & RASKIN

NO. 417

P. 7

11/04/2004 02:59 000000000000

INT. KNOWLEDGE

PAGE 00

11-04-04 11:48am From: Traffix Inc.

+

T-004 P.005/008 P-000

NAME OF SECOND INVENTOR:

Given Name (first and middle (if any))

Family Name or Surname

Andrew

Sturgeon

Inventor's Signature [Signature]

Date 12/04/04

PLEASE SIGN & DATE

Residence: City St. Catharines State ON

Country USA Citizenship USA CANADA

Post Office Address X 81 BAYVIEW DR. WILLOWDALE
ON, CANADA, M2H 3B1

NAME OF THIRD INVENTOR:

Given Name (first and middle (if any))

Family Name or Surname

Marc

Potvin

Inventor's Signature X Marc Potvin

Date 12/04/04

PLEASE SIGN & DATE

Residence: City Moncton State NB

Country USA Citizenship USA CANADA

Post Office Address X 31 Kewview Dr
X Moncton, N.B., CANADA
E1G 4S8

NAME OF FOURTH INVENTOR:

Given Name (first and middle (if any))

Family Name or Surname

Inventor's Signature _____

Date _____

Residence: City _____ State _____ Country USA Citizenship USA

Post Office Address _____

3

Received 11-04-04 12:55pm

From: 5088529510

To: Traffix Inc.

Page 008

PAGE 7/7 * RCVD AT 12/13/2004 4:17:41 PM [Eastern Standard Time] * SVR:USPTO-EFXXF-2/3 * DNIS:7469195 * CSID:2123822124 * DURATION (mm-ss):02-22